# MIEDICAL



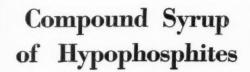
Vol. IV.

**April**, 1927

No. 7

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# MEDICAL ECONOMICS

H. Sheridan Baketel, A.M., M.D., Editor Harold S. Stevens, Managing Editor Malcolm L. Hadden, Financial Editor Lansing Chapman, Publisher

#### The Two Serpents of the Caduceus

1st Serpent: "One heareth the complaint that the Good Samaritan is disappearing from our fold."



2nd Serpent: "The man who maketh that complaint, my brother, mistaketh the Good Samaritan for the ass!"

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# *CAUTION!*

◆HE right gelatine (Knox Sparkling Gelatine), dissolved and added to milk for the bottle baby, will make it easier for the baby to digest the milk and absorb full nourishment. It largely prevents colic, regurgitation, diarrhea and other baby ailments. It helps malnourished children. It has great value in diets for diabetes, tuberculosis, convalescing patients, surgical cases, etc.

BUT—the wrong gelatine will curdle the milk!

Any plain gelatine with an acid content-is the wrong gelatine. Any gelatine that is flavored, colored or sweetened, is the wrong gelatine. Any gelatine not produced under constant bacteriological control is the wrong gelatine!

KNOX is the approved gelatine because it is all pure, plain gelatine—every particle of it. It is neutral—no acidity! No flavoring. No coloring. No sweetening. All fine bone gelatine-the type of gelatine used and commended as a mill: modifier by such eminent medical authorities as Jacobi, Herter, Alexander, Ruhrah and Friedenwald.

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We have the findings of recognized authorities to prove the importance of Knox Gelatine to you in your practice. We have the experience of active physicians. We have valuable laboratory reports, not only discussing gelatine as a milk modifier, but outlining its importance in various kinds of diets. May we send you these reports?

METHOD OF COMBINING GELATINE WITH MILK:

Add one teaspoonful of Knox Sparkling Gelatine-which should first be soaked about ten minutes in a little cold milk and then dissolved over hot water or in hot milk-to the glass of milk. (In infant feeding formulas use 1 tablespoonful of gelatine, dissolved as above, to the quart of milk.)

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# The Question: What is the importance of fat in the diet of the artificially-fed infant?

The Answer

NFANTS receiving an insufficient amount of fat rarely thrive satisfactorily."—Hess, Page 128.

"Calcium and other mineral substances are ordinarily stored more readily in the body when the fact intake is adequate."—Kerley, Page 20.

"The fact that in woman's milk nature provides for the infant a generous amount of fat offers presumptive evidence of the value of a liberal fat intake." -McLean & Fales, Page 116.

"The importance of fat to the infant, however, can be shown very clearly from the fact that 12 to 13 percent of the body weight of the normal infant is fat, while atrophic infants have only 0.2 to 2.0 percent of fat." — Chapin & Royster, Page 124.

Human Milk Lactogen

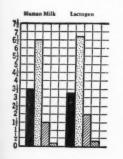
#### The Fat Content of Lactogen

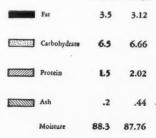
#### Resembles that of Normal Human Milk

Lactogen, a basic diet for infants, resembling human milk, naturally, chemically and physically, supplies the infant with the adequate amount of the natural fat from cow's milk, physically homogenized to enable the infant to assimiliate it without difficulty—just as it does normal human milk.

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1 part Lactogen (by weight) to 7 parts water





H u m a n milk yields 20 calories per ounce. -Dr. Holt, Page 178.

Lactogen, when diluted, yields 19.4 calories per ounce. ...Drs. Mclean and Fales, Page 162.

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# The "STORK" SCALE

#### Offers Invaluable Co-operation

One of the most helpful "prescriptions" a physician can give parents is instructions to purchase a "Stork" Baby Scale.

Its presence in a home is a great aid to the doctor. With it, the mother can easily follow his advice in regulating feeding. If he desires, she will be able to telephone him daily the baby's exact weight to the quarter ounce, thus keeping him accurately informed of the baby's progress. Being a beam scale, it is always accurate. It gives the precise weight by ¼ ounces up to 36 pounds. A tare poise on the beam allows for the weight of the blanket. The capacious pan, securely fastened to the scale, prevents the baby from falling out; the rigid safety base keeps the scale from tipping over.

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# MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"
Rutherford, New Jersey
Vol. IV, No. 7
April, 1927

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# Putting a Crimp in the Doctor's Prescription

By Frederic Damrau, M.D.

F late years, the so-called prerogatives of the physician have suffered much curtailment. There was a time when he could write his prescription according to the patient's needs. Nowadays, he must first consider whether the drugs he is ordering are allowed by Congress and available on the druggist's shelf, giving only secondary thought to the patient himself.

Two pernicious influences that threaten the security of the doctor's prescription are springing up. The first is legislative interference; the second, commercial exploitation of indispensable drugs.

When Congress passes a new law, it equips it with all sorts of provisions to insure adequate enforcement; lawmakers call this "giving it teeth." But sometimes, in the too literal and rigid enforcement of an act, restrictions never dreamed of by legislators themselves are imposed.

Obviously it was not the purpose of the framers of the Harrison Narcotic Act to withhold opium and other drugs for the relief of pain from patients who urgently require these valuable remedies; nor of those responsible for the Volstead Act to deny persons suffering from pneumonia a sufficient amount of

whiskey, a drug which some physicians believe may sometimes make the difference between death and recovery.

In their anxiety to insure enforcement of the law at all costs, government officials have thrust upon physicians such a burden of restrictions and penalties with respect to the prescription of narcotic and alcoholic remedies that many doctors have refused to prescribe them at ali.

#### TYING THE DOCTOR'S HANDS WITH RED TAPE

EGISLATIVE interference with the medicinal use of opium, morphine, cocaine and allied drugs is the most serious factor in taking the potency out of the doctor's prescription. The Harrison Narcotic Act was introduced primarily as a means of controlling the traffic in narcotic Whether or not it has succeeded to any notable degree is a question. Many believe that the bulk of illicit dope is smuggled into the country and that the red tape connected with the enforcement of the Harrison Act therefore wasted There can be no doubt, however, that the narcotic law is an unmitigated evil so far as the practice of medicine is concerned.

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From time to time the Bureau of Internal Revenue mails to physicians circulars and pamphlets describing changes in the Harrison Act, tightening the restrictions, and increasing the penalties for minor and unwitting infractions. In fact, the Bureau furnishes a whole book describing what the doctor may and may not do with regard to narcotic drugs; how he must prescribe or dispense these drugs and in what amount; the forms that must be filled out; the records that must be kept; how often the doctor must chase from one real estate office to the next in search of a notary public; and what will happen to him if he unwittingly makes a mistake.

When a physician of standing says, "I never prescribe morphine; I might make a mistake, and they'd probably send me to Atlanta"...

COLORED PROGRAMMENT AND RESIDENCE AND RESIDE

Only one doctor in twenty has the requisite legal knowledge to understand the intricate provisions of the Harrison Act; and, to this end, he would have to abandon the practice of medicine and devote himself to the study of this complex piece of legislation. I showed my Harrison book to a lawyer and asked him to interpret some of the ambiguous sections for me; but he frankly admitted that the thing was too much for him. How then is a poor doctor supposed to decipher this meaningless verbiage in order to give the sick the remedies they require and still keep out of jail?

The Harrison Narcotic Act has sharp teeth, and undoubtedly these teeth have cruelly bitten many innocent doctors. Of course, some physicians have really been guilty of dealing in narcotics rather than using them

honestly for the relief of pain; their punishment is just. But nowhere else is the maxim, "Ignorance of the law is no defense," more inflexibly interpreted than in the enforcement of the Narcotic Act. And still more than 95 per cent of physicians are probably ignorant of many of the provisions of this act!

After reading a book of rules, regulations, provisions, exceptions and what not, we are brusquely informed that "any person who violates or fails to comply with any of the requirements of this Act shall, on conviction, be fined not more than \$2,000 or be imprisoned not more than five years, or both, in the discretion of the court."

A short time ago a doctor said to me, "I never prescribe morphine. I might make a mistake, and they'd probably send me to Atlanta." And one can hardly blame him, although it must be exceedingly unfortunate for his patients, who, in many cases, must endure the excruciating pain that nothing but morphine can relieve.

Apparently it is the policy of the Bureau to strictly enforce the letter of the law regulating the prescription of narcotic remedies. Whether the infraction is made

TANKA DEPAKKANGANA MARTEM MANAMAKANGAN BANGAN BANGAN PERMASAN AND KANANGAN PERMASAN PERMASAN PENGASAN PENGASAN

...when a sick patient can not receive more than a pint of whiskey in ten days, regardless of whether he drops and spills the bottle...

unwittingly because of excusable ignorance of some provision or with felonious intent appears to make slight difference. In this respect, the Government seems to be a good deal like the traffic officer who stops to write out a summons for the motorist who las made an imperfect left turn, while several racers go whizzing

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past him at sixty miles per hour.

Many doctors have been penalized for petty infractions of the Harrison Act. A physician in Philadelphia was forced to pay a penalty of sixty-nine cents because he moved his office without notifying the Bureau within thirty days. In some cases, drug addicts have been hired to spy on physicians and obtain the needed evidence to send them behind the bars.

According to legislation pending in Congress, it is proposed to add still greater stringency to the already obnoxious provisions of the Harrison Act relative to the prescription of narcotics. Still greater limitations on the rights of physicians, additional red tape, and greatly increased penalties for violations of the act, whether intentional or unintentional, are

contemplated.

One of the proposed provisions of the bill would require pharmacists to determine whether or not the physician's prescription is issued in good faith, and to refuse to fill those in which there is reasonable doubt. Mr. Samuel L. Hilton, of Washington, D.C., representing the American Pharmaceutical Association, criticized this proposed legislation as follows: "If this requirement is enacted into law, I shall surrender my narcotic license as a wholesaler. I would decline absolutely

...when the postal authorities may declare whether a certain vaccine shall or shall not be prescribed...

to fill such a prescription and run a chance of violating the law. The keeping of records has gotten to be a bugaboo for the druggists. I spend three days out of the month in keeping my records. The extra help needed to keep the proposed record would not be justified by the

business."

If the restrictions on the legitimate prescription of narcotics are still further increased, many doctors will refuse to prescribe and as many druggists to dispense them. But the underworld will still obtain its quota of habit-forming drugs. The only persons who will be deprived of the pain-relieving and sleep-producing balm of the poppy will be those who urgently need it; for example, the woman writhing in the agony of gallstone colic and the man whose heart is squeezed in the iron grip of angina pectoris.

The real sufferers from unreasonable restrictions on the prescription of opium and other narcotic drugs are not the doctors, but the sick. They will

.... ISN'T IT TIME FOR PHYSICIANS TO DECLARE THEIR PROFESSIONAL RIGHTS?

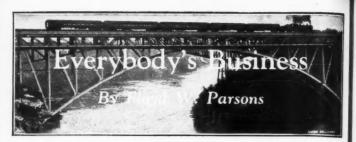
ANTONIO SENDE SEND

have to bear their pain as best they may. Certain advertisers of substitutes for morphine stress the fact that their preparations do not come within the purview of the Harrison Act. This is very convenient for the physician, in that it saves him a lot of red tape; but, considering the fact that no substitutes for opium and morphine can equal them for the relief of pain, the patient with a distressing affliction is the loser.

CONGRESS PRESCRIBES FOR PNEUMONIA

S O FAR as public health is concerned, Prohibition has unquestionably been a great blessing to the nation. Statistics prove that diseases known to be caused or aggravated by the abuse of alcohol have shown a notable decrease since 1918. Furthermore, I have been greatly impressed with

(Turn to Page 32)



TRANGER than fiction! Even that but weakly describes current developments in world industry. Nowhere on

earth is there anything that equals in dramatic value today the simple facts ofscientific achievement. A piece of cheese tossed by one workman at another during the lunch hour missed its mark and dropped into the bath plating used in the production of cop-per disks from which wax phonograph records were stamped. Later the disks from that bath

were found to be far superior to the others, and an investigation revealed that the casein in the cheese had done the trick. This disclosed a possible improvement worth several thousand dollars.

The top of a salt cellar fell off, and the outcome was a new flux for welding permalloy, making possible a six-fold increase in the speed with which we can send messages by cable. By inadvertently opening the wrong valve, a French scientist found the answer to the long search for liquid oxygen. Again an accident created an industry and gave us an explosive safer and mightier than dynamite.

The spraying of dissolved guncotton as a substitute for the

nand painting of automobile bodies has saved one manufacturer alone ten million dollars which he would otherwise have had to invest. The mere discovery that seventeen drops of solder and not eighteen were needed in closing a can saved an oil company \$40,000 last

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A great corporation ordered its industrial chemists to pro-

year.

duce a paint that could be applied quickly, would dry rapidly, and be tough, hard and resistant to the elements. It had to have some of the properties of glass and yet not crack, and it had to be proof against the action of oil, grease, and acid.

Everything went well up to the point of finding a way to keep the solution in a liquid condition so that it could be applied with a brush. All efforts to solve this problem failed until one day the machinery broke down and the material had to stand for days in the tank until the repairs were



The late Dr. Steinmetz, electrical genius

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completed. When work started again, the chemists were amazed to find that the paint now retained its liquid form. The long-sought secret had finally been discovered, and an accident had again shaped the destiny of a business.

I remember a few years ago when I commenced to write stories about the pity of our having to live and work behind glass windows that shut out the lifegiving ultra-violet rays of sunshine. Soon technical minds were giving attention to this vital need and a glass was produced from fused quartz that would allow the short rays to pass through. Several hospitals and sanitariums put in a few of these windows at a cost of thousands of dollars. Such glass, however, was entirely out of the reach of the common But investigation continued and now several companies are manufacturing varieties of glass that are nominal in price and admit forty per cent or more of the vital rays of sunshine. will be only a short time until sales arguments will include the statement that this house or that automobile has windows which admit ultra-violet light, and you and I will listen to this call to better health and will buy glass only from those companies that have kept step with progress.

The results of experiments in Germany appear to indicate that the answer to the long search for a perfect fuel for dirigibles may be carbureted hydrogen gas. As a mere statement of fact this arouses our interest because the commercialization of such a development not only means greater safety for people who travel by air, but also means radical alterations in ship designs, because the specific weight of the new gas will be the same as air.

There comes the bigger thought that gas companies tomorrow may provide the filling stations for the thousands of great ships that will carry freight and passengers through the lanes of the air.

Hardly have we become accustomed to the idea of getting sugar from beets and corn before we are told that it is possible to get sugar from native artichokes at two cents a pound. These artichokes are not the fancy kind that are a table luxury, but are weeds of the The artichoke is aster family. not so easily perishable as beets or sugar cane, and this holds forth the hope that the sugar mills of the future will save millions of dollars through being able to operate on the basis of a much longer season.

I might go on and tell how Dr. Coolidge's new cathode ray tube



Floyd W. Parson's articles in the Saturday Evening Post and World's Work are mental tonic to millions of readers.

Physicians will come to look forward to his monthly nuggets in MEDICAL ECONOMICS.

makes possible the production of a mysterious stream of energy that causes rocks to glow, turns gas to yellow powder and kills germs and insects instantly. Or I might write about a hundred other marvels running all the way from present plans to transmit radio programs over the lines of electric light and power companies to successful experiments in using artificial fogs to protect crops from frost.

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Suffice it to say that the future is hopeless for the man who has not recognized the necessity of taking his imagination out for a healthy round of exercise every day of every week throughout the

year.

# The First American Physicians' Art Exhibit

In January, 1926, MEDICAL ECONOMICS published an editorial under the caption—"Shall We Have a Medical Art Salon?" On March 2, 1927, a headline in the New York Tribune reported a Physician's Art Exhibit in the New York Academy of Medicine.

THE Medical Art Salon, for long an institution in France, has come to America. From all evidences, it has come to stay. For not only has the recent Physicians' Art Exhibit in the

"THE ELDERLY FAUN" Dr. Fred J. Cotton

New York Academy of Medicine received the interested attention of art spectators; it has actually drawn crowds out of a town where everybody is supposed to be so jaded and pampered as to be practically indifferent to this sort of thing.

If anyone had suggested to a circle of New York art critics that a showing of physicians' work in the graphic and plastic arts would attract more than a scattering of relatives and friends, he would have been greeted by a burst of hysterical jeers. Yet the throngs which have passed through the doors of the Academy's new building at 103rd Street, have been so numerous that the exhibit was extended from the original two weeks to three, and finally to a month.

The man who has been directly

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The man who has been directly back of the exhibit is Dr. I. Seth Hirsch, chairman of the exhibit committee. Dr. Hirsch had several sculptures of his own in the



"FATIGUE" Dr. R. Tait McKenzie

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gallery, among them being three with the interesting titles of "Narcissus" "Cytherea" and "O.P.D. (Out-Patient-Department)".

The physicians whose work was displayed were confined, for the most part, to New York, Philadelphia, and other near sections in the East. About forty physicians exhibited.

Appreciating its success, the committee plans to make the exhibit an annual event, to which physicians all over the country would be invited to contribute.

It is obvious from the catalog, and from even a hasty survey of the exhibit itself, that this was no petty amateur work; the pieces had real merit.

The New York Herald Tribune paid the following recognition:

"The practicing artist has reckoned the medical man as one of his best friends in the collecting field, but it was not until yesterday that he was forced to recog-

Oil Painting of
DR. MARY K. BAKER
by Dr. Alfred J. Asgis
nize him as a serious competitor.
This was when nearly two-score
physicians of New York and
vicinity opened an exhibition of

art work to their friends at the New York Academy of Medicine building, at Fifth Avenue and 103d Street.

"It was the first exhibition of its kind ever held here, consisting of several hundred works in painting, sculpture, etching and other media, in which the medical men lay claim to a proficiency sec-



"NARCISSUS"
Dr. I. Seth Hirsch

ond to no other professional group excepting the artists themselves. Every piece in the exhibition was contributed by an accredited M.D., including several of outstanding prominence in the local field.

NE of the features of the exhibit is a fine collection of sculpture by several men, including Dr. R. Tait McKenzie, physical director at the University of Pennsylvania. He is showing some small bronzes of athletes in action, and a series of masks expressing the emotions of "Fatigue," "Effort," "Breathlessness"

and "Exhaustion" as observed in the efforts of contestants in com-

petitive games".

The purposes back of the exhibit, and the Academy's attitude toward it, are expressed by Dr. Samuel Lambert, President of the New York Academy in this introduction:

THE activities of the members of the Medical Profession in literature and art form a side light on the lives of busy men which is very seldom brought to public view. It is more unusual to associate the profession with achievement in art than with success in literary or musical work. Many physicians have been skilled performers in music and some have become so famous in English literature that the lay public hardly knows that they were physicians at all. The careers, for example, of Oliver Holmes, Oliver Goldsmith, Tobias Smollett, were those of literary geniuses rather than of medical practitioners.

"The present exhibition is a first effort to put on public view the work of contemporary American physicians in the plastic and graphic arts. It is by no means an attempt to be complete, but an earnest effort to draw from the whole country has succeeded in bringing together examples from the far West as well as from the nearer cities of the East. It is an exhibition collected in New York and therefore a majority of the exhibition are from this city. It is hoped that subsequent exhibitions will follow and that a larger representation from the general profession can be gotten together. That busy doctors can find time to acquire the skill to do the things shown in the Academy of Medicine at this exhibition, proves a most important fact that makes for health and contentment in life. Every man and woman should find a hobby to ease the routine of business and of home living. And this hobby should, at least, have an absorbing interest and preferably should demand a creative effort.'

#### PAYING A NOTE TWICE

Reported by Lawyer Hayward



PAID the Smith note today, two months before it was due," the doctor declared.

"Did you get the note?" Mrs. Doctor demanded.

"No—he couldn't find it, but Smith's all right and said he'd mail it to me."

Smith did not mail the note, however. He discounted it with the Popular Bank, got the money, left for parts inaccessible, and the bank sued the doctor.

"But I paid that note once,"

the latter contended.

"Well we know nothing about that; we're holders in due course, and you'll have to pay again," the bank retorted, and a leading state court in a recent case ruled in favor of the bank.

"The bank was an innocent purchaser of the note, and the payment by the maker without surrender of the note was not effective as a satisfaction against an innocent holder.

"There is not the slightest thing in the record to impeach the good faith of the bank in the transaction, or to show that it was not an innocent purchaser. It is undisputed that the bank received the notes for value, and the burden was on the maker to show that the bank received notes of the alleged payment before the delivery.



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IN TUBERCULOSIS, as with Rickets, the quartz mercury vapor lamp is almost universally employed. The technique differs in Tuberculosis, the treatments being slowly progressive, and the lamp distance decreasing progressively. Also, treatments are local, certain parts being radiated in turn. Naturally, in cases of local sinuses, the affected portion is given more intense radiation.

A complete explanation of the technique followed by authorities is contained in the "Handbook on Quartz Light Therapy" issued by HANOVIA. In this book, too, numerous medical references on the treatment of Tuberculosis with ultraviolet are listed.

# HANOVIA CHEMICAL & MFG. CO. Chestnut St. & N. J. R. R. Ave., Newark, N. J.

|        | me, without obligation, repr | &N.J.R.R. Ave., Newark, N.J.<br>ints on the application of quartz |
|--------|------------------------------|---|
| 70     | Dr                           | ***************************************                           |
| STREET | CITY                         | STATE   |

## Call a Doctor for Room ---!

By William Bierman, M.D.

Medical Director, National Council Traveling Salesmen's Association

T HAPPENED out in a little town near the Continental Divide. The chambermaidwaitress-manager's-wife opened

the rickety door of Room 10, intending to make the bed and discovered the stranger guest half out of bed, talking wildly into space.

She stood there for a full half minute watching Bill as he tried to sell an order of Centipede Tires to an invisible prospect, before itdawned on her that Bill was a sick man.

At least that is the way the sales manager back in the home office tells the story. His version goes:

"Bill is one of our star men. He had been out in his territory for four weeks driving hard to beat his own record.

"He began to feel that something was the matter physically, but being so far from home and not knowing any doctors in his territory, he simply kidded himself into staying on the job. He told himself it was just indigestion, thought he'd be O.K. in a day or two. "But he had to lash himself harder and harder. Then there was a snowstorm. Trains were stalled, and somehow Bill got a

chill. He was
in a bad way
when they
found him
next morning.
"They had

to send ten
miles a way
for a doctor.
And Bill had
just come
from a city
where there
were any number of doctors
within ten blocks
of his hotel! If
he'd only known
— if he'd only
used his Medical
Guide! That's

what the Guide is

for.

"Bill pulled through, but was on his back for five weeks, and even now I'm keeping him home for a spell. Believe me, when I think how near I came to having to write a note of sympathy to a widow!"

It is an important medical problem and one which has received altogether too little recognition, this care of the traveler who becomes ill while on his journey.

Such care is important. It affects a large percentage of our population. Commercial travel(Turn to Page 19)



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Atony of rectum and sigmoid



After six months' treatment

#### **DYSCHEZIA**

PROMINENT gastro-enterologist has said, "How often our elaborate and costly gastro-intestinal studies aimed at hunting down the cause of a chronic intestinal stasis leaves us with negative results until at the lower end of the alimentary tract the physician's finger elicits the 'a priori' cause of the patient's trouble." Rectal constipation is very common. Its relief is simple when once it is discovered. Sphincteric stretching or cutting, under a general anasthetic, is the major therapeutic procedure. But lubrication, by softening the feces and preventing rectal impactions, permits of easy evacuation without mechanical injury to the delicate rectal mucous membrane and without obstructing the arteriovenous circulation in the rectum. Most rectal pathology is probably the result of rectal stasis, and rectal stasis has potentiality for harm both intra-intestinally and extra-intestinally. Chronic irritation of the rectum can only be relieved by lubrication therapy.

The regular use of Nujol minimizes friction over the denuded mucous membrane and allows of epithelization whether in a localized lesion, as in case of a fissure, or in the more generalized lesions of a proctitis.

Nujol

For Lubrication Therapy

Made by NUJOL LABORATORIES, STANDARD OIL CO. (New Jersey)

XUM



# Every Family Shares. . . .

YOU HAVE ALL READ of the man who boasted that he never read an advertisement. Yet each night he slept under advertised blankets; every morning he brushed his teeth with an advertised tooth paste, shaved with an advertised razor and an advertised shaving cream, sat down to a dish of advertised cereal, and drove to the station in an advertised make of automobile.

Practically every article of wearing apparel, and everything he used in his daily contacts were advertised. According to rumor he laughed at those people who were slaves to advertising.

As a matter of fact we are not slaves to the tremendous force which is guiding the destinies of the world, but its masters.

I read an advertisement in the Saturday Evening Post the other day, that caused me to think along new lines. It demonstrated, among other things, that advertising is our slave, serving us more faithfully than ever serf served his master.

If you will look in the Post for March 12th, you will see a double page spread of the General Motors. Part of it is reproduced above. The plow-boy on the fence has just shouted to the freight brakeman "Hello, Uncle Ben!"

The picture is striking because it is so very human. The advertising matter is equally striking, because it sets forth a lot of very interesting facts. It says:

"Uncle Ben works on the railroad, but he works for

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General Motors too. For General Motors is one of the rail-road's largest customers. Last year it paid in freight bills \$74,000,000, much of which the railroads passed on, as

wages, to their 1,800,000 employes.
So all businesses are linked together. Money that you pay a dealer in your town for a General Motors car comes back to the town in many different ways. Every family, whether dependent on a railroad, a farm, a factory, or a professional office, shares in the prosperity of every industry in the land."

Is there not a remarkable amount of truth in that last paragraph? If a statesman were to give us that sentiment in a public speech, we would applaud, and say, "How true that is." But do we realize the import of the written word when we see it in an advertisement?

Advertising men regard this sort of advertising as "institutional". I regard it as a great public service. As a matter of fact it probably comes under both categories.

The day is coming when the members of the medical profession will ask this servant, advertising, to tell our truths. We can truthfully say of our "industry" that "every family shares".

When the time comes that the serf, advertising, will be asked to serve us, how we will be able to play upon the emotions! What pictures we could paint of Uncle Bens, and the plow-boys upon the fence rails.

Ours is a human industry. It is the finest of all industries, because it deals with flesh and blood, with human beings.

& Sheridan Oaketel.

# True Economy -

Breon Ampoule Medication permits the patient to return to his work and full earning capacity with a minimum of loss—true economy.

The wholesome growth of Breon Ampoule Medication has made possible quantity production with enlarged and improved laboratory facilities. The net result to the physician is—true economy.

Breon Solutions combine the virtues of time tried drugs with the value of modern scientific knowledge. "When better ampoule solutions are made Breon will make them."

Lower prices are now in effect on many ampoules

Our new Ready Reference Book of detailed information on ampoule medication sent without charge upon request.

#### George A. Breon & Co.

Pioneers in Ampoule Solutions Kansas City, Missouri

 NEW YORK
 CHICAGO
 ATLANTA

 152 WEST 42nd ST.
 1018 S. WABASH AVE.
 405 RHODES BLDG.

The entire building devoted to the production of Breon products



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#### Call a Doctor for Room . . . !

(Continued from Page 14)

ers alone, it is estimated, total some 900,000. In addition, there are actors, musicians, stage hands, motion picture operators, executives, skilled and unskilled laborers (such as bridge and structural iron workers), automobilists, tourists, and others.

There exists in the United States a tremendous number of individuals (it would be impossible to estimate their number), who are constantly on the move. They constitute a huge peaceful army traveling between the Atlantic and Pacific Oceans and between Mexico and Canada.

In such a huge host there are, naturally, many who develop ailments for which they must seek medical or dental attention. Where can they go? Often they will find a trustworthy physician. However, the irregular and the quack, by their advertising methods, are the ones most likely to present themselves to the traveler's attention.

Shall they go to practitioners suggested by casual acquaintances, or strangers, or by hotel and drug store clerks who may be financially interested in such recommendations? This haphazard method frequently causes the traveler who is in need of medical attention to delay to secure it until his condition becomes so painful or distressing as to force him in desperation to seek aid.

THE result of such delay may be fatal—as in the case narrated by another employer of commercial travelers. One of his men developed a pain in the abdomen while on the road.

Had he been in his own home town, this traveler would not have hesitated to see his regular practitioner promptly (as he told his employer subsequently). But since he knew of no doctor on whose reliability he could depend, he, like the salesman in the

first story, put matters off for a few days.

He continued to postpone even though his pain was severe, in fact even until he could scarcely move. He tnen summoned a doctor, who advised immediate oper-

The operation was performed, but too late to save the life of the patient. The condition of generalized peritonitis which had developed subsequent to a ruptured appendix had progressed too far.

OFTEN travelers delay in securing medical assistance because they are afraid of being charged more than the customary local fee. They realize they are transients—to be seen once, and perhaps never again. This fear is certainly not justified so far as the regular practitioner of medicine is concerned, but it exists none the less.

A third difficulty which pre-

# Medigram NO. 9

The greatest disadvantage of a trusting disposition is the advantage people take of it.

sents itself to the traveler who is ill is the lack of continuity of medical treatment rendered him. It is peculiarly true that the layman, no matter how well educated, is unable to carry an intelligent description of his own medical condition from one doctor to another. It requires some medical training to be able to make such a description of any value. This, generally, the layman lacks.

Good medical practice today depends upon many laboratory tests such as urine analysis, blood chemistry, blood pictures,

(Turn the Page)

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This product is nothing more nor less than your favorite prescription of para-acetphenetidin, acetylsalicylic acid, caffein, and quinine, but made up of such pure drugs that physicians who once use it always prefer it.

For the relief of pain and the prophylaxis and treatment of colds, influenza, lagrippe and the resultant respiratory affections.

We are anxious to actually prove to you by a clinical test that ANACIN is a superior product.

This coupon will register you for generous supplies of ANACIN TABLETS (bottles of 100) for clinical trial purposes. There is no obligation.

#### THE ANACIN COMPANY

Chicago

The Anacin Company,

30 East Kinzie Street, Chicago

Gentlemen: Please register my name to receive, without obligation, sufficient ANACIN TABLETS (bottles of 100) to make a full clinical test.

Address

City State blood serology, basal metabolism estimations, gastric content analysis, roentgenograms, and so forth.

As matters stand today, the traveler patient who has had a careful analysis of his condition as determined by a review of his medical history, physical examination, and laboratory findings, can not very well take advantage of such data when he places himself in the hands of another physician. It would be of great advantage if the next doctor he sees were in command of all of these facts in addition to a knowledge of the previous diagnosis, treatment, and the reaction of the patient to such treatment.

Recognizing these difficulties, the National Council of Traveling Salesmen's Associations, a body composed of some thirty-eight trade and territorial divisions, attempted to remedy the situation. It was natural for this organization to take the

matter up, because, of all individuals who travel, the commercial travelers form the largest group.

I T WAS realized that the situation imposes a responsibility which the medical profession had to assume. To some forty-odd leading practitioners in the various specialties of medicine and dentistry in the different sections of the United States was outlined a plan for a nation-wide medical service for the traveler.

This service was established through the instrumentality of a vest-pocket medical directory in which is listed the name of a general practitioner of medicine in each town of 10,000 population or over, and in addition the names of an eye, ear, nose and throat specialist, a genito-urinary disease specialist, and a dentist in cities of 50,000 population and over.

(Turn the Page)

# You Can Trust Your Own Judgment

O BSERVE its character and composition; consider the purpose and proportions of each of its constituents; then try it in some case of chronic constipation that has failed to respond to other lines of treatment—and note the results!

The remarkable welcome Agarol has received from physicians the country over, and the extent to which it has superseded ordinary laxative measures, tells in no uncertain way what their judgment has been—how trustworthy they have found it.

AGAROL, the original Mineral Oil—Agar-Agar Emulsion, has these special advantages:

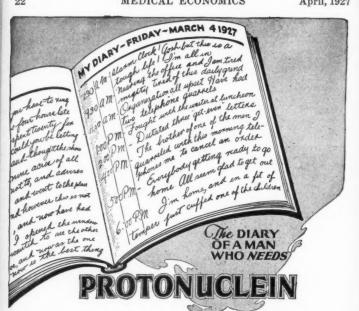
Perfect emulsification; stability; pleasant taste without artificial flavoring; freedom from sugar, alkalies and alcohol; no contraindications; no oil leak-

No griping or pain; no nausea or gastric disturbances; not habit forming.

# AGAROL

A GENEROUS TRIAL QUANTITY FREE UPON REQUEST

WM. R. WARNER & CO., Inc. Manufacturing Pharmaceutists since 1856 113-123 West 18th St., New York



A faithfully-kept diary chronicles one's true mental state. It often shows that after pulling through a hard winter an active person gravitates into a state of mental and physical debility. The endocrine glands go askew. Nature cries for a glandular product which will stabilize the metabolism.

3 Tablets of Protonuclein (Mixed Glands), 3 times a day, will do that very thing. Protonuclein treatment for a few weeks will give one an entirely different outlook on life.

#### IT INDUCES VIM, VIGOR AND VITALITY

Pneumonia, Influenza, Measles, Tonsillitis, and the other infective diseases are not compatible with Protonuclein.

As a prophylactic against "colds" and similar complaints, Protonuclein "rings the bell." Your Protonucleinized patient will have no occasion to write pessimistically in GLANDULAR his diary.



PRODUCTS

The above advertisement is reproduced from the March issue of the R & C Medical Pocket Quarterly. Have you received your copy? Reed & Carnrick, Jersey City, N. J. Pocket Quarterly. Have you received your copy?

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It is, dulge vidua suffici medic Practitioners in these four fields of medicine were indicated because it was felt that the traveler-patient could in many instances readily appreciate to which one of these divisions of medicine his ailment belonged. He can thus go directly to the specialist without the necessity of seeing a general practitioner first.

He is cautioned, however, to go to a specialist only when sent by another doctor unless the ailment from which he suffers very evidently belongs to a certain specialty. If there is any doubt at all, he is told to go to the general practitioner first.

In the development of this medical service for the traveler who becomes ill on the road, the object has naturally been to make it as effective as possible.

The professional references recommended were chosen on the

(1) that the physicians be of the highest standing in their professions:

(2) that their fees be moderate (in accord with established local practice);

(3) that their offices be situated in, or readily accessible to, the business center of the city.

Those who have been so seselected have evidenced their willingness and desire to cooperate with other doctors and dentists whose patients travel, and who may wish to take advantage of this coordinated medical service.

In addition to the name of the doctor, his address, his telephone number, and his office hours are listed so that the individual who desires medical service is in possession of the essential facts as to how to obtain it.

CONTINUITY of medical care is essential for best results. It is, of course, fatuous to indulge in the hope that the individual who suffers from a malady sufficiently serious to require medical attention, but yet not of

sufficient severity to prevent him from traveling, will secure from several different sources that continuity of medical attention which he would receive while under the ministrations of one practitioner.

DUT it is believed that the doctor, when consulted by a traveler, will be in a much more advantageous position to treat that traveler with the least loss of time and to better effect, if he has some definite knowledge as to previous diagnosis, essential physical and laboratory findings, treatments, and the reaction of the patient to these treatments.

The use of a history form or treatment record is of advantage as the realization of the fact that his observations will be subjected to the review of other practitioners will perhaps serve to make the physician additionally careful as to his findings in a given case. Travelers who need continuous medical care are urged to take with them such a

### Medigram NO. 10

Building a reputation is like ripening an orange; if you try to hurry it, it is liable to get sour.

record of their past care and treatment.

In the compilation of the names of physicians for the directory, leading practitioners have rendered signal service.

The efforts described above have resulted in a directory far from perfect. But it is a beginning and as time and experience warrant, it can be made a more efficient instrument for its purpose.

### The Doctor and His Investments

#### II

#### By Malcolm Lay Hadden

N the first article on the investment trust which appeared in the March issue of MEDICAL ECONOMICS, we attempted to

point out in a general way the outstanding characteristics of the British investment trust.

We indicated the usual methods employed by such institutions in the raising of capital, the charter limitations with respect to investment in individsituations and also the latigenerally tude allowed the managements of British investment trusts in the selection of securities to be them. held by We pointed out further the keen interest which

has developed in this country since the war in securities of this type and at the same time endeavored to inject a word or two of caution regarding the roseate claims which are being made for many investment trusts currently offered the American investor.

In the present article we shall discuss briefly the form of capitalization usually employed by the British investment trust, the investment operations of such institutions and the question of management, which perhaps is the most important factor of all in

the successful operation of any investment trust organization. Our reasons for giving so much consideration to the British in-

vestment trust is due to the fact that a considerable number of these institutions have had long and successful records of operation, and as many American investment trusts claim to pattern themselves after the British trust, it is interesting to see how closely they approach the British trust, in the matter of capitalization, managerial and investment policies.

In a recent authoritative study of the British invest-

ment trust made by Mr. Lawrence M. Speaker he has tabulated the different types of securities issued by 50 leading British and Scotch investment trusts and in his tabulation points out the very marked similarity in the proportions of the bonds and stocks outstanding.

HE observes that the general plan of incorporation of the British trust provides for a division of the capital into preference (preferred) and ordinary (Turn the Page)



# Anything That Ends In "ITIS"

is an indication for the use of antiphlogistic therapy. "ITIS" means inflammation. Inflammation means, in addition to pain, heat, redness and swelling, congestion-circulatory stasis. Stasis of blood in any area favors bacterial activity, increased toxin production, diminished leucocytic and other defensive, reparative and recuperative action.



acts practically, powerfully and promptly to overcome congestion, relieve pain, reduce swelling, promote repair and oppose sepsis, by its chemical heat action, activation of osmosis, abstraction of fluid from tissues and blood.

It is, so to speak, a "physiological poultice"—and something

It is, so to speak, a "physiological poultice"—and something more!

To prove this, test Antiphlogistine, according to directions, in PNEUMONIA, PLEURISY, BRONCHITIS, TONSILITIS, NEURALGIA, ARTHRITIS, or any other condition accompanied by inflammation present during the Winter Season.

And, remember Antiphlogistine "all the year round" for any inflammation reachable by local application.

We will gladly send you a regular package with interesting and valuable booklet, gratis

#### THE DENVER CHEMICAL MFG. CO., New York

Laboratories: LONDON, BEBLIN, PARIS, SYDNEY, MONTREAL FLORENCE, BARCELONA, MEXICO CITY, BUENOS AIRES

A Well Equipped Office is a Sound Investment

HE 'good-enough' complex has turned numberless able practitioners into antique collectors," exclaimed a prominent physician recently. "Because it inspires a higher type of work, a well equipped office results in increased prestige and a better practice."

#### FURNITURE

Allison Office Furniture W. D. Allison Co., Indianapolis, Ind.

American Metal Furniture American Metal Furniture Co. Indianapolis, Ind.

#### STERILIZERS

Castle Sterilizers Wilmot Castle Co., Rochester, N.Y.

#### SPECIALISTS' OFFICE OUTFITS

Diagnostic Treat-Sorensen ment Cabinets

C. M. Sorensen Co., Long Island City, N. Y.

#### OFFICER SCALES

Continental Scales Continental Scale Co., Chicago, Ill.

Jacobs Bros. Scales

#### PHYSIO THERAPY EQUIPMENT

Engeln Diathermy Apparatus Engeln Electric Co., Cleveland, Ohio

Hanovia Alpine Sun Lamps Hanovia Chemical Mfg. Co., Newark, N. J.

#### McIntosh

Diathermy Apparatus McIntosh Electric Co., Chicago, Ill.

Wappler Wappler Electric Co., Long Island City, N. Y.

#### X-RAY EQUIPMENT

Wappler Wappler Electric Co., Long Island City, N. Y.

Kelley-Koett The Kelley-Koett Mfg. Co., Covington, Ky.

PJacobs Bros. Co., Brooklyn, N. Y. Engeln Diathermy Apparatus Engeln Electric Co., Cleveland, Ohio

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## Financial Terms Defined

Business Cycle-

An interval which embraces alternating periods of business prosperity and depression. It is one of the most significant phenomena of the capitalistic system and appears to be an outgrowth of our modern credit system in which production takes place in advance of consumption. Business volume and commodity prices do not remain constant, but are subject not only to seasonal variations, but to long term fluctuations. In other words, business travels in waves, and excesses in activity appear to be counteracted by excesses of depression.

Geographical Diversification-

Part of the principle of diversification, wherein securities are distributed over a wide geographical area of the country or the world thereby minimizing the risks which might be involved if one's holdings were concentrated in one locality.

(common) shares. He finds further that the common practice is to issue some kind of debenture or bond obligation.

He discovers that only two of the 50 companies have no bonds outstanding and only five have no preference shares. In no other case was there a company which had neither bonds nor preference shares outstanding. The reason for this arrangement of securities is to further the principle of "trading on the equity", which runs through most corporation finance. The debentures (or

bonds) bear low rates of interest—3½% to 5%—covering most cases. The preference shares usually bear a dividend rate of about 1% higher than the interest rate on the debentures. The ordinary shareholders, as is commonly the case, are the real owners.

The following tabulation may be of interest to the doctor in that it summarizes the ratios of the three types of securities outstanding for the entire group of 50 trusts selected by Mr. Speaker:

| Type of Security  | Capitalization<br>Average Trust | Ratio |
|-------------------|---------------------------------|-------|
| Bond Issues       | £545,120                        | 39.3% |
| Preference Shares | 415,060                         | 29.9  |
| Ordinary          | 428,440                         | 30.8  |
| Ordinary          | 428,440                         |       |

100.0%

IT is evident from the foregorelation between the amount of preference shares and the amount of ordinary stock; in fact, in a considerable number of instances it is found that these amounts are equal. A very essential point noted in the British investment trust organization is in the ratio of the debenture or bond issues to the total capitalization. In this case, the aggregate bond issues, according to the results shown in the foregoing table, indicate a ratio to the total stock outstand-

BAD

ing of about two to three. In very few instances does the total indebtedness equal in amount the total stock outstanding. So far as the writer has been able to find, there is only one British investment trust where the bond obligations exceed the amount of stock outstanding, and in that instance the margin was a very narrow one. It is of interest to note in this connection that many investment trusts in America have substantially more bonds outstanding than the aggregate Naturvalue of capital stocks. ally, where such a situation exists common stockholders likely to benefit substantially in an advancing securities market.

NO special advantage, however, accrues to bondholders in such a situation, although in a declining securities market it is quite possible that their position would be affected unfavorably. In a number of instances of American investment trusts with which the writer is familiar, the amount of bonds outstanding as compared with the aggregate amount of

The investment trust is a newcomer to America; it is worth studying.

preferred and common stock issues was substantially in excess of 200%.

In the operation of the investment trust, the selection of securities is obviously of greatest importance to the success of the institution. The trust managements must apply a vast amount of investment knowledge and skill. All the more usual factors, as for example, safety of principal, yield and marketability enter into the problem of security selection. Since the investment trust deals to a large degree in foreign securities, the problem of selection becomes even more complex. As pointed out in the first article on the investment trust, it is usual

practice to limit the holdings in any one situation, but most British investment trusts carry this operation much farther than the actual requirements of their charter demand. This distribution of holdings may be carried out in several ways, particularly by distributing investments according to geographical location, type of industry and type of securities. In an analysis made by the writer of six typical British investment trusts it was found that a number of issues held by these institutions in 1922 averaged 342.

The charters of some investment trusts limit them as to the kind of securities they may buy. It is common for the holdings to be restricted mainly to bonds or preference shares. There are some advantages in such limitations, but with a highly capable and honest management such restrictions might prove to be a handicap, for at certain phases of the business cycle bonds and fixed income preference shares occupy a position of advantage. This is true in the periods of decline and depression. But when a period of prosperity is coming on, there is opportunity for much appreciation in principal if the management is left free to switch over to some degree into a well selected list of common stocks. Much here depends on the wisdom and honesty of the management, so if those in charge do not measure up well along these lines it is probably best to have limitations.

In the next and concluding article on the investment trust we shall take up in some detail the corporate structure of a number of the more important American investment trusts, touching upon their managerial and investment policies. We shall attempt, furthermore, to point out some of the advantages and disadvantages of these trusts having in mind particularly their investment position in view of the high levels which prevail for practically all types of corporation issues.

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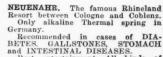
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# German Health Resorts

Extend a most cordial invitation to you and your patients



BAD NEUENAHR Willibrordus Spring



KISSINGEN (Bavaria)—For Troubles of the HEART, DIGESTIVE ORGANS, ARTERIO-SCLEROSIS, GOUT—CARBONIC ACID, SALINE, MUD BATHS. Golf and all kinds of sports. Mineral Waters from Spa Products, 164 Fifth Ave., N. Y. (Season: March-November).

Best entertainment—All kinds of sport—Beautiful surroundings.



KISSINGEN

The Regentenbau



WIESBADEN

The Kurhaus



BAD NAUHEIM

The Springs

WIESBADEN. The international "Rivlera North of the Alps." Famous for
its location, beauty, high-class entertainments, and for its health giving
springs—for DIGESTION, CHRONIO
CATARRH of the STOMACH and affections of the RESPIRATORY
ORGANS. International clientele.

BAD NAUHEIM, Near Frankfort.
Unexcelled in Treatment of HEART
AND VASCULAR DISEASES, RHEUMATISM. GOUT, WOMEN and
NERVE-AILMENTS. Carbonic acidulous brine-thermae. (90° F.) Upto-date treatments. Pleasant place to
stay. Excellent Hotels. All entertainments and sports.

Reductions to Physicians and their families. For letters of introduction, free literature and further information apply to

### German Health Resorts

630 FIFTH AVENUE, NEW YORK CITY
Telephone Circle 0246-7-8

# Last Call is Approaching!

Hear ye! Hear ye! All physicians who wish to join the MEDICAL ECONOMICS Tour of Europe should write for reservations NOW! Last call will be announced in next issue. The Lapland sails July 7th...WILL YOU BE ON BOARD?

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## Glad-Hands Across the Sea

ONDON, Cologne, Wiesbaden, Baden, Baden, Geneva, Milan, Paris, Antwerp particular kind of greeting to the physician-members of the 1927 MEDICAL ECONOMICS Tour of Europe.

In London, tentative word has been given of a reception by the London Medical Society.

A great manufacturing company in Cologne has extended an invitation to visit its plant, one



A fete is planned in Baden-Baden of the industrial wonders of the

world.

The administration of Wiesbaden, famous health resort on the Rhine, has sent word that the banquet table would be spread and the key to the city polished up, in anticipation of THE TOUR'S arrival. A fete is scheduled in Baden-Baden, beauty spot of the Black Forest.

Similar greetings may be looked forward to, as THE TOUR progresses upon its wide swing through Southern Europe.

Lastly, word has just arrived

from Antwerp of an official reception by the city Burgo-meister, with special entertainment to follow.

All this constitutes one of the greatest advantages of traveling in a group like THE TOUR. In no other way can you feel really at home abroad; in no other way can you realize the greatest pleasure from a vacation in foreign lands.

To feel yourself among friends, folks who want to make your stay enjoyable and your memories

happy, that's travel!

The idea of a tour of Europe, to be organized by MEDICAL ECONOMICS came about through a desire to render an unusual and worth-while service to readers. There had been several physicians' study tours, but so far as was known, none whose sole purpose was to provide a congenial, comfortable, pleasure tour of Europe.

THE TOUR will have its own travel managers, baggage mas-

Banquet tables will be

spread and city keys polished up in anticipation of THE TOUR'S arrival.

ters, and guides accompanying it all the way, men who have more than an academic knowledge of the various languages and who are extremely deft at eliminating the annoying red tape of international boundaries.

TANKAN MENINTING PANDAN NEW TERHAPAK PENERTEN PENERTEN PENERTEN PENERTEN PENERTEN PENERTEN PENERTEN PENERTEN P

All accommodations will be of the very best; an excellent itinerary has been devised; and every possible comfort has been provided for. MEDICAL ECONOMICS feels that it has presented an unusual opportunity.

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#### Putting a Crimp in the Doctor's Prescription

(Continued from Page 7)

the fact that certain of the diseases of whisky drinkers, such as cirrhosis of the liver and multiple nerve paralyses, formerly common sights in the wards of a large hospital, have now become uncommon. Ten years ago, the young interne in quest of knowledge and "interesting cases," would walk rapidly past these bedsides as representing diseases too commonplace to take much of his precious time; today he prizes them as "good cases," the medical vernacular for patients with unusual diseases.

Though a firm believer in Pro-

Though a firm believer in Prohibition, I can see nothing but evil in restricting the medicinal use of alcohol, as is now done. Many physicians of wide experience are firmly convinced that alcohol, especially in the form of whisky, is a valuable remedy in the treatment of certain serious illnesses, such as pneumonia.

As a hospital interne, I was

As a hospital interne, I was frequently exhorted by distinguished medical men to give my pneumonia patients plenty of whisky, especially if they were alcoholics. Some physicians, on the contrary, do not believe that alcohol is required in the practice of medicine.

The American Medical Association held a referendum on this subject in 1922 and received answers from 31,115 physicians. The question was asked, "Do you regard whisky as a necessary therapeutic agent in the practice of medicine?" Fifty-one per cent answered, yes; forty-nine per cent, no. So opinion may be said to be evenly divided in the profession with regard to the efficacy of whisky in the treatment of disease.

According to the present status of the law, a physician must not prescribe more than a pint of whisky for a single patient in a ten-day period. The doctor's judgment as to the amount required carries no weight. Congress has fixed the ten-day dose at one pint! But unfortunately the microbes of pneumonia are not always sufficiently obedient to statutes to regulate their activities according to the limits set by law; then more than one pint of whisky may be good for the patient, but contrary to law.

I recall two annoying experiences brought about by the limitations on the prescription of alcohol. At one time, I prescribed the legal pint for a woman with pneumonia; but her husband promptly drank it up. On another occasion, the nurse dropped the bottle and lost the precious contents. Both patients had to do without their whisky, although they needed it sorely.

(Turn to Page 33)

# For The Spring Depression

with its attendant Neurasthenia and debility

# <sup>R</sup>Angier's Emulsion

Tablespoonful in water (hot preferred) t.i.d. It cleanes the system, improves digestion, and overcomes the catarrhal condition of the whole alimentary tract so commonly present after winter ills.

Send for free trial bottles

ANGIER CHEMICAL COMPANY Boston 34, Mass.

Physicians are not submitting to the pint - in - ten - days limit without a legal fight. In various sections of the country, injunctions have been sought against the officials responsible for the enforcement of this provision, at-tacking the constitutionality of the law by which the Federal Government attempts to limit the the quantity of alcoholic liquor that a physician may prescribe

within a given period.

Dr. Samuel W. Lambert, of
New York City, filed a suit in the
United States Supreme Court of the Southern District of New York in 1922. He succeeded in obtaining an injunction restrain-ing the Commissioner of Internal Revenue from enforcing those provisions of the National Prohibition Act that limit the quantity of liquor a physician may prescribe within a ten-day period.

This docision represents another blow at the efficiency of the doctor's prescription, and after all, the sick must pay the penalty. It will not allow those physicians who believe that more than a pint of whisky in a ten-day period is sometimes required to practice the healing art according to their best judgment. Whether he believes in Prohibition or not, any sensible person will agree that a law that prevents the doctor from giving proper treatment is wrong.

Uncle Sam interferes with the practice of medicine in many ways. Several years ago, I sent

over to England for a small quantity of a vaccine manufactured there but not available in America. In due time, the postal authorities notified me of its arrival, and I reported at the local post office to receive the parcel. there was some special postal regulation against the reception of vaccines by mail, and so the package had to be returned to England. In other words, Uncle Sam invited me to use an American vaccine instead, regardless of my own judgment or preference.

#### CORNERING THE DRUG MARKET

ECENTLY the American mo-K tor world was set agog by the startling news that British merchants were threatening to corner the rubber market. The corner the rubber market. resulting increase in the price of balloon tires caused much indignation. But a similar monopoly of one of the most important drugs a doctor ever prescribes has not produced the slightest ripple of excitement. I refer to the cornering of the market by the Netherlands quinine trust.

Few doctors have any idea of how a given drug reaches the drugstore shelf. They do not drugstore shelf. They do not know the cost of the drugs they are prescribing and are certainly entirely unaware of the commercial reasons underlying the high cost of some standard remedies.

I myself must admit an embarrassing incident arising from ig-Turn to Page 35)

**Iodine** Therapy



BURNHAM SOLUBLE IODINE is unlike Alkaline Iodides, Tincture, Lugol's or any Iodine in comhination.

it is non-irritating and soluble in fluids and tissues of body—given on empty Stomach in water, or hypodermic full strength deep in gluteal muscle. This enables immediate formation of natural protein combinations, assuring total absorption and quicker results with 700½ less drug dosage.

Burnham's Soluble Iodine has made it possible to administer Iodine, not alone in physiologically and therapentically effective doses, but for periods sufficiently long and continuous to obtain the effects sought.

The clinician employing this Free Iodine assures his patient of all the virtues of Iodine, and is safeguarding him from any objectionable effect. Send for Sample and Literature

Burnham Soluble Iodine Co., Auburndale, Mass.



# KNEE JERKS

[Supply your own kick]



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The recent Physicians' Art Exhibit in New York was, as we understand, attended by large crowds. Our copy of the catalog tells us that the entire exhibit contained only one sculpture in the nude. Knowing the present tendency of New York, we can't help wondering just how many of the crowd counted their evening wasted.

One newspaper soberly called it "an exhibition of the work of forty noted plastic surgeons". \* \*

If sorrow is inspiration, the exhibit certainly should have contained at least one "Portrait of an Unpaid Bill"!

An order received, but not filled, by a surgical instrument house:

Dear Sirs-

Dear Sirs—
Please send me by C.O.D. Parcel Post one Gastroduodenal Catheter for left foot, size instep 8
inches cross ball of foot 8 inches
please send this by return mail.

Mrs. E. S. Mrs. E. S.

In a case like that, we'd recommend amputation.

In a New York classified column:

1645 - Private house; 45th St., 45th St., 1645—Private house; large grounds; trees; 30 minutes from City Hall; near 18th Ave. Culver line station; four large, sunny rooms, joint use of bath with two refined ladies; heat, light; 55:: Gentiles. Telephone WINdsor 2488.

Refined, we should say!

A caption writer for a newspicture syndicate bursts out with:

Professor Lemon assures us that there is no danger from these comet gases, for the pressure is a thous-and million times less than that in the highest vacuum obtainable by modern methods.

This is just the vacuum we need to dislodge our kitchen sink drain.

Letter received from grateful mother of a young patient, after two years satisfactory use of glasses:

Sir: Those glasses I got of you Sir: Those glasses I got of you for Eugene well he dosent need them anny more I just thought maby you would take them back we gave you 15 dolars for them (records show \$9.50) how much wood you alow on them, they are in good condition he is doing fine this year and has good grades at school so let me now about this

Is Eugene's mother by any chance related to the Scotchman who ordered his young son to take off his glasses when he wasn't looking at anything?

Coroner: You saw the deceased struck by a southbound street car?

Witness: I did.

Coroner: Was he badly hurt? Witness:

Very badly. Did he receive any Coroner: medical attention?

Witness: No; he was carried by mistake into a drug store.

-Life.

Those humorous little situations that come up in every physician's practice-those newspaper barbarisms that only a doctor can appreciate—that joke you've been saving—send them in to MEDICAL ECONOMICS and help make Bigger and Better KNEE JERKS!

#### Putting a Crimp in the Doctor's Prescription

(Continued from Page 33)

norance of the cost of drugs. I wrote a prescription for a very poor patient, accepting no fee and assuring her that the druggist would probably not charge more than seventy-five cents; but, in the course of half an hour, she called me up and said the cost of the prescription would be \$18.75!

The production and distribution of the quinine coming from the Dutch colonies is under the complete control of a syndicate of growers and manufacturers. They fix the price on the Amsterdam market and exact exorbitant profits. Investigators have reported that the prices in vogue bring a return of thirty-six per cent on the capital invested in the plantations and factories! In order to maintain a stationary price for the Amsterdam quinine, keeps the supply at about ten per cent of the world's demand.

Health experts of the League of Nations insist that the quinine trust must be broken. They have appealed to the Netherlands gov-But the only answer ernment. they receive is that the quinine industry is simply stabilizing the market and safeguarding its legitimate rights.

The quinine monopoly is the most outrageous of all the commercial attempts to corner the drug market. Similar efforts have

been made with other necessary remedies; but never, so far as I know, on so large a scale.

THE DOCTOR'S PRESCRIPTION SHOULD BE INVIOLABLE

INFRINGEMENTS on the rights of the doctors' prescription are not matters merely of personal interest to the medical fraternity. They obviously concern the entire public body, for the sick, not the doctors, are the real sufferers when the necessary medicinal agents cannot be obtained.

Should the sufferer in the last stages of cancer be deprived of morphine during his dying days for the sake of narcotic law red tape? Should the person with pneumonia receive an insufficient quantity of whisky for the glory of the Volstead Act? Or should the thousands of individuals afflicted with malaria the world over succumb to this curable disease merely for the financial betterment of the Amsterdam quinine ring?

It is obviously of public advantage to vigorously oppose any attempt to limit the scope of the doctor's prescription, whether by meddlesome legislation or commercial attempts to corner the

drug market.



90 FIFTH AVE. NEW YORK





#### A monthly review for the guidance of physician-investors

DO THEE WED.

A closer union between the

\$-sign and the ?-mark would

save many a broken bank-book. The Financial Editor

will give an impartial an-

swer to any inquiry on in-

vestments (except, of course,

purely speculative issues.) .

HE general level of industry and trade has made further gains in recent weeks. Operations in a number of industries

showing are slack compared with the exceptionally high levels of a year ago, but judged by standards of activity in past years the aggregate current volume of business is very satisfactory and tends to higher levels.

When it is considered that there

has been a substantial fall in agricultural prices, which naturally affects the purchasing power of a large portion of the population, the record thus far in 1917 is distinctly encouraging.

That a tremendous backlog of uninvested funds still exists is evident from the continued inquiry for offerings in fair sized blocks from institutions, banks, and private investors throughout the country. While the comparatively high level of bond prices now prevailing is causing hesitation on the part of some investors who are unaccustomed to the present rate of returns, keener students see little hope for an earlier recession in prices sufficient to justify a waiting policy.

The eyes of the banking world are focussed to a considerable degree upon developments in the automobile industry, for it is felt that this key industry will play an important part in determining the measure of prosperity of the country in 1927. Thus far the signs are indecisive. Production of automobiles has increased from

the low point touched last December, but the industry is still feeling its way cautiously and with few exceptions plants continue to

operate levels of a year do sec bee pe: W

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The table recomparing of this year with the records of previous years shows the total or passenger cars to have been the lowest for the

produced below output of passenger cars and trucks in January

month since 1922. Truck production on the other hand, made a much better showing, the total being the largest for any January thus far recorded.

| anuary | Passenger Cars | Truck  |
|--------|----------------|--------|
| 1922   | 80,104         | 9.176  |
| 1923   | 219,885        | 19,745 |
| 1924   | 283,981        | 28,992 |
| 1925   | 204,620        | 26,576 |
| 1926   | 272,922        | 29,819 |
| 1927   | 196,973        | 37,157 |
|        |                |        |

During February, the reports published on factory employment at Detroit have indicated a further recovery of plant operations as compared with earlier weeks, but that production is still running under a year ago is shown by the employment figures which are down by some 48,000 workers.

In so far as money conditions are concerned those seeking evidence as to its inherent soundness need only note the ease with which new issues of securities are currently being absorbed. Since the first of the year well \$1,000,000,000 has been floated in the domestic market, which un-

doubtedly is the largest volume of securities American investors have been called upon to absorb in a period of less than three months. While there have been some indications of congestion here and there, new offerings have flowed rather easily to the strong boxes of investors without a depressing effect upon prices which might logically be expected.

#### Financial Questions and Answers

Cities Service Common Stock QUESTION: During the past two years I have been buy-ing the stock of Cities Service Company at various prices below 50. At this writing I figure that a little more than half of my savings are in this one common stock. The question I would like to ask you is whether or not this type of security is suitable for one who is not in a position to take chances. Recently there was a sharp break in the market value of these shares from approxi-

## EUROPE

Travel in genuine luxury at moderate rates on the famous Red Star liner Lapland recently con-verted to a cabin carrier. Sailing July 7th from New York to England, France and Belgium. The Lapland is favorably known for her excellent cuisine, the beauty of her furnishings and her annual de luxe cruises to the Mediterranean.

#### RATES FROM \$145

Apply to No. 1 Broadway, New York, our offices elsewhere or authorized agent.



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### TWO INSTRUCTIVE BOOKLETS Explaining an Ideal Investment for Doctors

"The Science of City Mortgage Lending" and "Safety Limits," prepared by Richard M. Hurd, president of the Lawyers Mortgage Company, present in concise form the advantages of our guaranteed First Mortgage Certificates, issued in amounts from \$100 up.

Both these booklets will be mailed to any physician on request

USE THE COUPON

Please send me "The Science of City Mortgage Lending," and 'Safety Limits'

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56 Nassau St., New York 184 Montague St., Brooklyn Capital and Surplus \$16,000,000

No Loss to Any Investor in Our Thirty-four Years of Operation and We Guarantee There Never Shall Be

### PERIODIC ANOMALY

whenever subject to therapeutic adjustment will promptly yield to



in all cases of

#### AMENORRHEA MENORRHAGIA DYSMENORRHEA

ETC.

responding to its direct action upon the vasomotor system, the endocrines and their internal secretions.

This active principle of parsley is an innocuous alleviative of woman's great physiological burden and a standard emmenagogue of proven clinical merit.

Rp. Apioline Chapoteaut original vials (24 capsules of 0.20 grms.)

Dose: One capsule t.i.d. week prior to menstruation and two days after flow.

Samples and literature upon request.

## Laboratoire de Pharmacologie, Inc.

92 Beekman St. New York City

U. S. Agents
E. FOUGERA & CO., INC.
NEW YORK CITY

mately 58 to 41 and this action disturbed me considerably. Will you give me your opinion?

B.L.

A NSWER: Due to the com-plex nature of the capital structure of the Cities Service Co. it is very difficult to arrive at a very definite conclusion as to the investment standing of the company's common stock. As you point out the stock is highly sensitive to fluctuation in earnings, rumors, etc., and unless you are in a position to follow rather closely developments in the affairs of the company it would not seem that it was an entirely suitable holding for you. So large a por-tion of your investments in one situation, furthermore violates the cardinal principle of investment, i.e. diversification of one's holdings.

#### Sound Oil Stocks

QUESTION: Despite the fact that common stocks as a class have recorded very substantial advances in the past two years I note that most of the common stocks of the more important oil companies are selling at about the same levels which prevailed two or three years ago. Are there not a number of these stocks which you could recommend for long term investments? T.H.

NSWER: As you state the A common stocks of most of the important oil companies have not participated in the general advance of security prices and it is the opinion of the writer that a number of them offer attractive possibilities for the long pull. We do not wish to convey the impression that such issues will not be affected unfavorably in a reactionary market but at the same time if an investor is willing to carry such issues over a period of years we feel that he will eventually be repaid. A number of issues we have in mind are the following: Standard Oil Co. of

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Wh thes que you tow may yer Mo New Jersey common, Standard Oil Co. of New York capital, Standard Oil Co. of Indiana capital, Shell Union Oil Corporation common. The stocks mentioned are those of large and important companies whose record of earnings and dividend payments in the past have been such as to justify confidence regarding their future prospects. While the yield which the several issues mentioned is relatively low—from 4 to 5%—nevertheless it has been the history of the stocks these companies to record a substantial appreciation in market value from year to year.



Safety Limits: If every doctor's wife knew what is in this little booklet, we think every doctor would possess one. A bit of reading of this sort is what often keeps the larder full during a physician's declining years. The booklet can be obtained from the Lawyers Mortgage Company, 56 Nassau Street, New York.

Your Financial Objective: What are the four periods of your lifetime, and how should you plan your savings in respect to them? This folder contains a personal analysis outline, charts, and tables showing the results of systematic investing. It is altogether an unusual piece of investment literature, and well worth writing for. Address Halsey, Stuart & Co., Inc., 15 Wall St., New York.

An Investor's Catechism:
When you have asked yourself
these seventy-four investment
questions, and answered them,
you will have gone a long way
towards safety. The Catechism
may be obtained from the Lawyers Mortgage Company, 184
Montague Street, Brooklyn, N. Y.

MARK STORM

### Binder and Abdominal Supporter



#### Lifts and Holds

For Ptosis, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every Storm Supporter is made to order, a doctor's work for doctors.

Supporter is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

Katherine L. Storm, M.D. Originator, Owner and Maker 1701 Diamond St., Philadelphia

## New Shapes in the Sky

A Series on Medical Arts Buildings

VI Everett, Wash.

PEOPLE who bought copies of the Everett (Wash.) Daily Herald on the morning of January 20, 1926, were surprised to find themselves in possession of a newspaper considerably heavier and more bulky than that which they were in the custom of receiving.

custom of receiving.

Upon searching through this copious bundle of newsprint to find what gala occasion caused the extra volume, they discovered a complete eight-page standard-newspaper-size supplement devot-

ed to the opening of Everett's new Medical and Dental Building.

The supplement was headed "Medical and Dental Building Section," and continued with such sub-headings as "Everett welcomes important addition to metropolitan office buildings," "Superb view obtained from upper floors is a cause of popularity," "New building is actual spur to greater business," "Represents \$250,000 investment"—and so on.

Allowing the Herald to continue with its amply justified enthusiasm, we read:

Housing a small village of Everett professional and mercantile workers and their assistants, prob-



Everett's example of Classic Renaissance architecture

## **NEO-REARGON**

## A Gonocide of great therapeutic value

Its qualities of: Deep Penetration, High Germicidal Power, Non-Toxicity, Non-irritating and painless injections, insure

Prompt, Positive and Lasting Results

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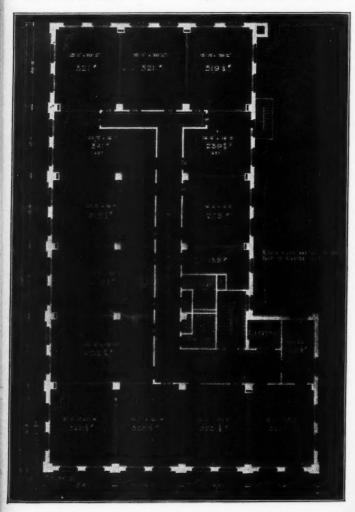
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The easiest way to stop those big losses in your practice is to mail this coupon today.

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| ☐ Surgical                                 | ☐ Anesthesia                       | ☐ Accident        |
|  | rour professional envelope a       |                   |

MEDICAL RECORDS SUPPLY CO., INC
52 Lafayette Street, New York, N. Y.

ably the largest "community" of its kind in Northwestern Washington, the Medical and Dental Building will be shown to the public in an open house Thursday evening from 7 until 10 o'clock. Everett's newest office structure, its largest and its tallest, brings realization to a belief held for several years by those concerned with the building, that the site was the logical one for such a business



Floor plan of Everett's Medical and Dental Building

## CONVALESCENCE

Is hastened by increased

## Red Blood Cell Reproduction

## HAEMATOGEN

(HOMMEL)

7ith it's high hemoglobin content, stimulates BLOOD-REGENERATION.

The composition and chemistry of any of our products, together with samples and directions, will gladly be sent to interested members of the medical profession.



LEHN & FINK, Inc. Bloomfield, N. J.

A Division of

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structure. With all the work com-pleted, and with 170 persons be-neath its roof, it is the wish of both owners and tenants that Everett citizens view this new office center. Thursday night the Medical and

Dental Building will be a blaze of light, and will be a landmark from any part of the city, but few will be aware of the vast amount of planning and labor and time re-quired to creet such a building, or the wealth which must be poured into it to make it best serve its tenants and the general public.

into it to make it best serve its tenants and the general public.

The Medical and Dental Building cost approximately \$200,000, and with its site is a project of a quarter of a million. Building has required ten months, and has been pushed as swiftly as was possible consistent with sound construction and beauty of finish.

HE building covers a ground area of 110 feet by 150 feet. There is a full basement under the entire building. The office portion has a frontage of 67 feet, from which continues a one-story series of shops, built with walls strong enough to carry six more stories, when such enlargement is warranted.

The accompanying photograph shows this frontage, with the one-

story extension.

The office structure is seven stories high. There are 75 office suites, and a top floor space that will probably be used as a tea garden.

The construction is of reinforced concrete faced with light brick and terra cotta. The base is of polished granite faced with ornamental tile immediately under the display or show windows. All floors are of concrete, overlaid with hard maple. The doors trim are of mahogany. Plaster block is used for partitions.

Gas, compressed air, hot and cold water and electric light and

power are carried to all rooms.

Dictagraph phone system communicates between each office suite and the prescription phar-

There is one high-speed elevator, large enough to accommodate a stretcher, but provision has been made for a second when the annex is built. The annex will add fifty-three more rooms.

The architecture is classic Renaissance, with first-floor columns carried to the full height of the building. The seventh story adds to the apparent height of the structure, and gives a massive "pyramid" effect.

The column caps at the summit of the building are carried to a sufficient height above the top to avoid the common "chopped-off"

appearance.

LL partitions, plumbing, and A wiring were at the expense of building owners. Rate of rent is about \$1.70 per square foot per annum. Owners furnish janitor service, electric light and power, gas, compressed air, and continuous elevator service.

The Snohomish County Medical Society has been given a double suite for meeting purposes, this space being donated by the own-

ers.

Ownership is under the name of Medical and Dental Building, Inc., a corporation, of Everett, Washington. All stockholders are private investors. No dentist or physician owns stock.

The pharmacy on the first floor maintains a free physicians' and nurses' directory, and will endeavor to locate any certain doctor and nurse without charge.

### In Arteriosclerosis and Hypertension—Prescribe

For Free Samples

Represents One Grain

. EIMER & AMEND, 207 Third Ave., New York

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### "Used from the Start"

of a cold or any other ills, such as influenza, La Grippe, bronchitis, tonsillitis, and respiratory affections generally, supportive measures are urgently needed, and it is at this time that

## Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

often demonstrates its greatest worth. Prescribed at the first indication of a cold, it lifts a patient out of his state of depression and increases the functional activity of vital organs. As this takes place, the recuperative powers of the body are given the aid necessary to enable them to relieve distrissing symptoms and assure an early recovery, free from complications and after effects.

Colds lose their serious aspects to those physicians who use Gray's Glycerine Tonic Comp. from their onset.

#### THE PURDUE FREDERICK CO.

135 CHRISTOPHER ST., NEW YORK

## Physicians Who Have Used "VIM" Needles Buy "VIM" Needles

Once tried "VIM" STAINLESS STEEL Needles will recommend themselves to you on three counts:

1-They will not clog.

2—They will not corrode or rust.
3—They will retain a permanent

sharp edge as only the finest steel can.

Made of Genuine Firth Stainless Steel their dependability is second to none.

It isn't the cost that counts. There are many needles that cost slightly less but "VIM" Needles are better value regardless of price. It's the performance and the reputation for lasting perfection in use that counts. The reason lies in the super-metal of which "VIM" Needles are made.

Ask your dealer what physicians say about them

Hypodermic sizes \$2.50 the dozen

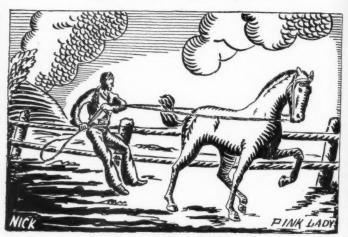
MacGregor Instrument Co.

NEEDHAM, MASS.



## A Claim on The Pink Lady

Reported by Lawyer Hayward



OU doctored my family and my jockeys and stable help for longer than I dare remember," Tom Gallagher averred.

"Well, are you considering a change?" queried Doctor Holmes.
"Not at all—but I can't pay you now, to save my life," Gallagher declared. "My racing stable went in the hole badly last year, and I had other bad luck besides."

"Your credit's still good," the

physician assured him.

"No, I don't want to ride a free horse to death," Gallagher demurred, "and I'm going to give you a chattel mortgage on the three fastest horses in my string."

"All right—go down to I'm."

"All right—go down to Judge West and fix it up any way you like," Doctor Holmes agreed. The chattel mortgage was duly

The chattel mortgage was duly signed, sealed, and recorded; time jogged along and Dr. Holmes, having moved to another city, drifted out of touch with his old patient.

Then a few months before the Gallagher claim would be "out-lawed", according to the Statute of Limitations in such case made and provided, the doctor happened to be in the neighboring city of Pleasant Point, met Charles B. Allen, and was promptly buttonholed by that individual.

"Come on out to Keystone Park this afternoon, without fail," Charles B. urged, "and to make sure of one of the best seats, come right along with me now."

right along with me now."
"Circus, ball game, prize fight or joint political debate," asked

Dr. Holmes.

"Why man, where have now been? Don't you read the papers?" demanded the astonished Charles B. "This is the last day of the big matinee races; There hasn't been such a field of horses got together in this end of the state for the last twenty-five years. Just look at this list of entries," he demanded, pulling a (Turn the Page)



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yellow hand bill from his pocket. "There's Lady Jane Grey, and Lulu Janette, and General Foch, and Buster Bing, and Humphrey's Texas Rose, and four or five others that are mighty good."

"Same old race horse fiend,"

laughed Dr. Holmes.

Allen hailed a passing "public car", bundled Dr. Holmes in the back seat, and ordered the Jehu in charge to head for Keystone Park.

"Drive like what Sherman says

war is," Allen ordered.

"Well, I'm in for it, and I might as well make the best of it," laughed Dr. Holmes, "and—"

"And you'll get the worth of your money," Allen assured him. "You're going to see a race this afternoon. The 2.12 class yesterday wasn't to be sneezed at, either."

"Who're you picking to win today?" queried Dr. Holmes care-

lessly.

Charles B. Allen was now fairly launched on his favorite topic, and, as O. Henry would say, "the water came down at Lodore."

"Why, Buster Bing's got it on the best of them," he declared, as he scanned the latest Racing Form. "Hawkins's up today and he's the shrewdest jockey that ever swung a whip, and Buster's certainly stepping great this year. He's gone as fast at 3.03 flat, and he's taken first money in seven out of nine races."

"Some horse," Dr. Holmes

agreed languidly.

"And then he's got the breeding to back him up," Allen went on. "He's by Brown Dick and his dam was the Pink Lady. Of course you've heard of her?"

"I must admit I've never had the pleasure of meeting the fair damsel," Dr. Holmes admitted.

"Well, the loss's yours," averred Allen. "Why, say, man, she was just the fastest thing on four legs that ever went on a track. At one time they were talking of tryin' to get liquid asbestos to sprinkle the tracks to keep her from burnin' 'em up. She never was beaten in her entire career, but my John O. gave her the closest race she ever stepped at the old State Fair over at Hollowell."

"Well, here we are," sighed Holmes, as the car drew up at

the park entrance.

"Yes, and when it's over I'll leave it to you if you're not glad you came," declared Allen. Up in the grand stand Dr.

Up in the grand stand Dr. Holmes mentally admitted that the race track was a rather interesting institution to those who were interested in that sort of thing. The horses entered for the free-for-all were stepping back and forth in front of the judge's stand, and one or two were making the circuit of the mile track.

"That big black with the jockey in the purple jacket is Buster Bing," Allen explained, "and he's certainly in great shape today.

(Turn the Page)

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## A TRIAL

better than anything else can tell you the S. M. A. Story

OU probably have some favorite method of feeding infants deprived of breast milk, perhaps several.

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For convenience simply send us the card below marked "Trial package of S.M.A." We'll do the rest.

An acceptance of our offer carries with it no obligation. It will be a real pleasure to put a trial package of S. M. A. at your disposal. (See other side for description.)

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|---------------------------------|--|---|
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| 100 cc                          | 68.0   | 68.0<br>1.23—1.5*                                   |
| Fat<br>Carbohydrate             | 3.5—3.6%<br>7.3—7.5%                             | 3.59*<br>7.57*                                      |
| AshpH.                          | 0.25-0.30%<br>6.8-7.0<br>0.56-0.61               | 0.215—0.226*<br>6.97**<br>0.56***                   |
| Electrical con-<br>ductivity at | 0.30-0.01  | 0.30  |
| 18° C                           | 0.0022-0.0024                                    | 0.0023***   |

<sup>\*</sup>Average per cent according to Holt, "American Journal Diseases of Children," Vol. 10, page 239, 1915.

\*Davidsohn. H.— Ueber die Reaktion der Frauenmilch-Zeitsch. for Kinderh., Vol. 9, 1913, page 15.

\*\*\*Friedenthal, H.— Ueber die Eigenschaften kunst-licher Milchera und weber die Herstellung eines kunst-lichen Menschenmichersatzes. Zentralb. f. Physiol., Vol. 24-1910-page 687.



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#### What is the fat in S. M. A.?

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Finally, the starter called for the entries in the free-for-all, and as the horses jogged up the home stretch, whirled swiftly and thundered under the wire, Dr. Holmes admitted that while horse racing was "the sport of kings" it did have certain attractions for an ordinary physician who was in the grandstand under duress.

"Buster's in a poor position, and those two horses from the Powers stables nearly got him in a 'pocket', but Hawkins'll pull out of that before they've gone five lengths," Allen explained, leaning forward in the typical attitude of

the true racetrack fiend. "They're stepping good," agreed

Dr. Holmes.

"Hawkins's out, and now you'll see him come," shouted Allen. "It's a pity that poor old Tom Gallagher couldn't be alive and in the grandstand today."

"Tom Gallagher!" exclaimed

Dr. Holmes.

"Yes, you surely remember old Tom, the whitest man that ever raced a pony in this state or in any other," Allen explained hurriedly, without taking his eyes off "Old Tom got up the field. against it financially and had to bill-of-sale every horse he had to some doctor to keep his 'string' together. About a year afterwards the lightning burned his stable and all the horses but

a few colts that were out in the pasture. The blow simply killed old Tom, and when what little stuff he had left was sold off Joe Phair bought a three months' old colt that's the Buster Bing that's eatin' up the track over there right this blessed minute."

The field was approaching the last turn, but Dr. Holmes dived into his coat pocket and began examining the papers which he extracted therefrom.

"See him come-see him come," yelled Allen, pounding his straw hat on the bald head of the spectator in front of him, as Dr. Holmes selected a paper, and slammed the remainder back in his pocket.

Now the horses thundered down the home stretch, while Allen continued to demolish his headgear, and Dr. Holmes' eyes were glued

on the paper aforesaid.

"Buster wins-Buster wins," shouted Allen and several thousand other excited spectators, as the horses shot under the wire.

"Time 3.05 flat," shouted the man with the stop watch at Dr.

Holmes's left.

Then Allen turned and saw Dr. Holmes still gazing intently at the

paper in his hand.

"Well, I've enjoyed your company and I'm not piker enough to begrudge the dollar that I paid for your seat," growled the dis-gusted Allen, "but the next time I bring a fellow here to see a horse race I'll pick somebody

(Turn the Page)

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that'll watch the horses instead of a typewritten document."

Dr. Holmes replaced the paper with a satisfied smile.

"I don't know when I've enjoyed an afternoon so much," he declared, "and I'm going to follow up the races a little closer from now on."

"Well, I'd advise you to watch them and try and get the worth of your money," grumbled Allen.

"I fancy I got it today, and I certainly appreciate your bringing me out," replied Dr. Holmes. "What is that Buster Bing horse worth?" he demanded.

"I heard Harry Saunders say that if he took this race he'd make a standing offer of \$4,000,"

Allen explained.

As soon as Dr. Holmes was able to shake cff his enthusiastic friend, he hustled into a telephone booth and called up Judge West.

"You remember that chattel mortgage I took from Tom Gallagher years ago? The fellow who owned the racing stable and went on the rocks?" Dr. Holmes de-

"Sure — it's nearly outlawed, and you marked it dead years ago," West agreed.

"Could you find out from the record office if it included a mare called The Pink Lady.

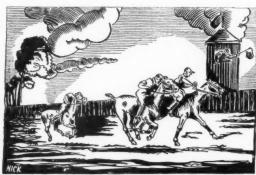
"I can tell you right now it did, without going near the office."

"Then could you look up the law and see if the chattel mort-gage would cover the colts that the mare raised?" Dr. Holmes persisted.

"Don't have to do that, either, I can tell you right now that it does."

"Well, one of her colts has just won the race here and he's worth \$4,000."

"All right. Give me the details when you come back, and we'll send an officer to seize the colt. If he's worth half of that amount, they'll pay your claim before they'll lose him," West averred.



"Time . . . 3.05 flat!"

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## "Past Due!"

#### By Harry Botsford

111

E now come to that stage in the business of collecting which is almost inevitable providing you have many accounts on your books; I refer to the debtor who remains silent, who refuses to classify himself even after one or two letters have been sent him requesting payment. Usually when this phase is encountered it is due to indifference on the part of the

"It is both moral and ethical to secure what is justly and honestly your due . . . too many medical men die, leaving an estate consisting entirely of good-will and a book filled with past-due accounts . . ."

debtor, and under these circumstances it may be necessary to use the whip—or at least some sort of a gentle stimulant.

ONT DESCRIPTION OF THE PROPERTY OF THE PROPERT

Here's a letter-form that often gets results:

"Your account is now overdue and I would like to have it settled immediately. Kindly remember that when I extended the privilege of a charge account, it was with the distinct understanding that the obligation would be taken care of when due."

This type of letter will often get money, but it invariably costs something in the loss of friends.

Sometimes it may be wiser to use a more diplomatic form, yet strong enough to make the debtor classify himself by his silence. This letter proved to be very effective in my collection experience and I feel safe in commending it to your use:

"Your account is now two months overdue! Don't you see that by treating me in this unjust and unbusiness-like manner you are seriously injuring your own credit!

seriously injuring your own creatify "I am reluctant to think that you are willfully ignoring this account, disregarding my rights and your standing as a reputable citizen, but I will be compelled to assume this attitude if you allow this letter to remain unanswered. "I would much prefer to believe

"I would much prefer to believe that there has been some good reason for this condition of affairs, but if you give me no explanation I shall have to consider your silence as practically an invitation to take any action necessary to protect my interests.

"Please remit immediately on receipt of this letter so that I will not be obliged to put this account in the hands of an attorney, an action that will inevitably result in a loss to you."

Let's hold a little clinical conference over this letter. In the first place it should not be sent out until milder letters have been mailed. When it is sent out, this is what it does. The first sentence startles—that is a part of the collection program when you are dealing with an indifferent debtor—and acts, so to speak, to make him "snap out of it." The second paragraph carries a strong

"The monthly statement is the first step in keeping the debtor in line . . . on the first of each month the debtor receives all bills—and if your bill is not in that group, it is neglected..."

hint that is not altogether pleasant reading for the debtor, and the third paragraph neatly puts the entire responsibility on the

(Turn the Page)

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Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

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- (..) Peacock's Bromides.

Peacock Chemical Co. St. Louis. Mo. shoulders of the debtor. The remaining paragraphs appeal to the debtor's pride, and the closing paragraph is a definite threat of more drastic action to follow.

Having sown the seed (assuming that a certain percentage of the delinquents fail to pay up or make arrangements on receiving this letter) it is now time to reap. A final letter frequently brings in the last of the lazy debt-dodgers and this is recommended:

"I have written you three times asking payment for your past-due account of \$34.00. You have not only ignored all of my letters, but you have failed to give me any reason for your delay in making payment.

"Under these conditions I can no longer carry this account for you and unless you pay it by the fifth of this month I shall be forced to place the matter in the hands of my attorney for immediate suit, without further notice to you."

This letter talks turkey. You'll be surprised at how often it will bring in the delinquent with a substantial payment. It is a strong letter but a strong dosage is required when milder methods have failed to make any impression whatever.

Now having promised the debtor that you will do a certain thing—do it. Failure to keep your promise is inexcusable. It puts you in the same class with the debtor; you immediately lose his respect. If you say you are going to give an account to your attorney, do so. You may and probably will lose the friendship of the debtor by this action but it will unquestionably result in securing the money honestly your due. If you fail to do what you have promised to do you will not only lose the friendship of the debtor but his respect, to say nothing of the money that is involved.

There are other schemes of collecting that might be used in your office. A three word letter has been known to get a high percentage of delinquents to break their

(Turn to Page 58)

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Some German Spas: A clothbound book of 172 pages, written in a breezy, personal narrative style, by an author who knows how to make you keep on reading. A copy came to us without comment, so we don't know whether it is gratis or not, but there's no harm in asking. Ask German Health Resorts, 630 Fifth Avenue, New York.



Nassau, Bahamas, and Miami: A small leaflet containing a word or two about where you can go aboard the S. S. Rosalind. Distributed by the Munson Steamship Lines, 67 Wall Stret, New York.

L'Alsace La Lorraine: A pilgrimage into a much-disputed, but lovely, province. Write Railways of France, 701 Fifth Avenue, New York.

In Europe—Still Room to Park the Car: Now there is an appeal to reach any man's heart! The booklet is issued by the European Auto Travel Bureau, Box 211, Back Bay Postal Station, Boston, Mass.



Belgium: This has our vote! It is published by the Red Star Line, One Broadway, New York.

Red Star Ships: This contains some pictures of the S. S. Lapland, which is scheduled to transport the 1927 MEDICAL ECO-NOMICS tour of Europe. Write the Red Star Line, One Broadway, New York. Great White Fleet: Did you ever see bananas growing upside down, hear negroes talking cockney, and smell the aroma of an evening in a jungle town? If not, ask the United Fruit Company to send you this booklet. The address is 17 Battery Place, New York.

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The Vosges and the Thermal Stations: Some excursions thru pungent woods and breath-taking mountain passes. Write Railways of France, 701 Fifth Avenue, New York.



Europe By Motor: How would you like to sink back in the cushions of an eight-cylinder Victoria and start across the African desert or through the hills of Scotland? This booklet is published by Lifsey Tours, Inc., 527 Fifth Avenue, New York.

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- (..) Prunoids.
- (..) Cactina Pillets.

Sultan Drug Company St. Louis, Mo.

## "Past Due!" (Continued from Page 54)

silence and to bring in substantial payments. The discovery of the three word letter was purely accidental. A physician started to write to one of his delinquent accounts and had just started the letter as follows: forced-" when an emergency call made him throw down his pen and leave the office in a great hurry. Later in the day his assistant seeing the letter atop some other completed correspondence slipped it in an envelope and mailed it.

The next day a frightened and puzzled debtor called at the office with the brief letter in hand and timidly asked what the doctor was forced to do that he didn't definitely state. The doctor told the debtor in few and plain words, and the debtor dug down and produced a check in full and complete payment.

After that the three word letter was sent out very often. It seldom failed to get some cort of an answer from the delinquent—sometimes just a sarcastic inquiry as to the office system—but as a rule those three words seemed to carry a suggestion of a threat that wasn't fully outlined, and the delinquent was worried. A very workable scheme! And one which takes but little time to put into action.

Here is one of the most friendly and tactful collection letters ever written. And yet it is a letter that has remarkable pulling power:

"It is not an easy matter to call attention to an unpaid bill. It is difficult on two counts. First, I know myself what it means to meet obligations on a day like this. Second, and more compelling, I need your friendship. Constant reminders like this, besides being expensive, cause me to run the risk of losing that friendship. But if friendship is essential, financial support is a necessity—May I not continue to have both from you! Please sit down now and send me a check—or a letter—or both. Thank you."

Can you imagine a fair-minded but careless debtor's actions and reactions when he reads a letter of this type? Isn't it a frank and friendly appeal? Further it collects without loss of good-will.

Out of the mass of collection letters I once used and tested in the laboratory of experience a few are outstanding in the results achieved. In particular I have discovered that the collection letter that makes the debtor classify himself by his action or lack of action is about the best type of collection letter that may be used.

For example, here's a letter that talks differently than most It really gets collection letters. under the skin of the hard-boiled debtor; it pricks his conscience, his awakens pride and gets

ACTION:

"I know it's the usual thing when no answer is received from a 'Collection' letter to pretend the matter was overlooked by the other

"But I am going to be frank enough to admit that I believe the reason you didn't answer my other reason you didn't answer my other letters with a remittance was be-cause, perhaps, you didn't have the

money right then. Am I right?
"You see, I'm taking it for granted that you feel just as I would if conditions were reversed. So I'm just appealing to your sense

of fairness.

"Don't you think it would be only fair to let me have what is due me after I have waited so long?

"Think it over, Mr.——, and if you cannot send me a check today, let me know when I may expect one. This little courtesy won't take much of your time and I will coveringly appropriate it." I will certainly appreciate it.

There is no bluff or bluster about this letter. It goes straight to the root of the matter, appeals to the inherent decency of the I have known of cases where this letter pulled 36% payments on lists of delinquents.

Now here's another excellent letter-a letter to be used in another special case. Assume that you are located in a farming or industrial center that has suffered -as sometimes happens-a depression when money was very scarce. Naturally you will have (Turn the Page)

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## Don't Take Chances!

MANY doctors in their anxiety to attend others neglect themselves. They often overestimate their own strength. Do you as a doctor include in your own diet the nourishing foods you prescribe for your patients?

## Shredded Wheat

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Without cost or obligation send me 50 tablets ORCHOTINE for clinical trial, also literature.

.... M.D.

XUM

on your books a number of accounts which were originated during this depression. Suppose that conditions are again normal and prosperous. Here's a letter that might be used to cover such cases, providing other letters have been ignored:

"If a man owed you \$233 for two years and had paid nothing on it, how would you feel? "But now suppose that man had

been up against hard conditions all that time so you had to put yourself in his place and decided not to appeal to the law to make

not to appear to the law of the collection.

"Then when things picked up with the man, suppose you wrote to him as man to man, asking him to treat you as fairly as you had treated him. Wouldn't you feel certain that, as a good citizen and as a gentleman, he would respond! Wouldn't you!

"There are laws made to regulate business and professional obligations, Mr. —. But the big-

gations, Mr. -But the biggest thing that keeps business and professions clean and above-board is the fact that most men believe in the square deal. Business would go to smash if we couldn't depend upon the sacredness of the man-

to man agreements.
"That is all I ask from you,
Mr. . . . . . a square deal. You
believe in that, just as I do, don't
you? Then let's settle this thing as between friends and gentlemen.

A check from you by return mail
would confirm my belief that you
do believe in the square deal."

This is one of the most effective collection letters ever written. might state that it has been known to get responses from 37% of a list that had been bombarded with other collection letters.

After all, it is not a matter to worry about and tear one's hair over—this business of collecting what is rightfully due one. It is simply a matter of system, with plenty of human understanding mixed in, and with all thought of "I - don't - want - to - make -that-patient-sore" left out. Of course we are not considering the

charity patient.

As I have outlined, it is not necessary to insult a patient to make him realize his indebtedness. In my last three articles I have described a number of methods for reminding slow-payers, and at the same time retaining, even increasing their good-will.

There are extremes on both sides, naturally. I don't mean that the physician who has been straggling along from year to year with accounts hanging unshould suddenly jump up and threaten suit and make a lot

of noise generally.

Apply pressure gently. When that doesn't work, try something You may feel

a little stronger.

#### PERFORMANCE DE L'ANDRE Medigram NO. 11

The profession of medicine is a sacred institution, but so also is the physician's own family; protect it by insisting upon your just due.

like saying, "Now see here, I've let this darn thing ride and ride until I'm sick of waiting for my just due. You can pay, and by the Heavens above, you WILL

But don't say it. Sit down and pen a little note like one of the above examples. When you have definite proof that you are dealing with a deliberate dodger or dead-beat, then get after him, and get after him strong.

Above all, feel the rightness, the justice of your own side of the matter. Your profession is sacred, to be sure, but so is your family's right to hold up their head in your community.

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Hanovia Chemical & Mfg. Co., Inc., Chestnut St., Newark, N. J.

Varying the Monotony of Liquid and Soft Diets: Many a physician and many a nurse has found this a heaven-sent blessing. We are saving our copy for the next time we are laid up. You can get yours from Knox Gelatin, Johnstown, N. Y.



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### CONVALESCENCE

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#### Country Doctors are Leaving

FeW doctors now live in the open country. Village physicians serve the entire countryside, and in a majority of cases, the area covered by physicians is from two to four times larger than the area covered by any economic, social or other professional service the village offers.

Nevertheless, the village physician is turning his back on this opportunity. In 14 of the 140 representative villages in the United States that were intensively studied in a recent survey by the Institute of Social and Religious Research, some physician had just left, or had announced his intention of leaving. The long hours, the arduous trips, the low economic return, the increasing tendency of rural folk to employ urban specialists, the absence of laboratory facilities and the desire for urban education and advantages were given as causes of this movement. In a few villages this exodus has left the chiropractor in entire possession of the field.

In the Institute report, entitled "American Agricultural Villages", Edmund de Schweinitz Brunner, who directed the survey, states that there were few

hospitals in the 140 villages, and that these few, except an occasional one in a county-seat, were small, poorly equipped, and generally losing ventures. In half the villages studied

In half the villages studied there was neither a health board nor a health officer; and in a majority of cases where there was a health officer, he was an inexperienced layman who had little spare time to devote to the job.

The contribution of the state to the health of the rural community was found to have great potential value. There were clinics of various sorts, and helpful lectures and demonstrations; but very few of the communities availed themselves of this service. Although clinics had been conducted within two years of the time of the survey in two-fifths of the villages, the Far West leading, virtually none had any adequate follow-up program.

The outstanding exceptions were in those counties that had a county health unit, where a county health officer with an adequate staff was coordinating the health work of all the communities in the county and giving to all the benefit of a continued, scientific program.

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